

OCT 31 2008

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116

Serial Number: 09/767,819

Filing Date: January 22, 2001

Title: Method For Advertisers to Sponsor Broadcasts Without Commercials

Page 2  
Dkt: Zeid-02

IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting a sponsor of the broadcast offer incentives to viewers to watch the broadcast, the method comprising:

receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow construction of a viewing record of the broadcast, the embedded information including information indicative of one or more sponsors of the broadcast;

extracting and displaying content from said broadcast without commercial interruption to a viewer;

extracting said embedded information from said broadcast;

storing said embedded information;

collecting viewer information including a user identifier and information indicative of an amount of the broadcast viewed by the viewer, specific incentives and links to the specific incentives being based in part on associated with the amount of the broadcast viewed by the viewer, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;

sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and

providing the specific incentives to the viewer based on said viewing record, the viewing record including viewer information obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program, the specific incentives including information indicative of one or more sponsors of the broadcast.

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116  
Serial Number: 09/767,819  
Filing Date: January 22, 2001  
Title: Method For Advertisers to Sponsor Broadcasts Without Commercials

---

Page 3  
Dkt: Zeid-02

2. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting a sponsor of the broadcast offer incentives to viewers to watch the broadcast, the method comprising:

- receiving a broadcast with information about the broadcast embedded into the broadcast at regular time periods, said information including timestamps each identifying a time slice during which the broadcast is received, the embedded information including information indicative of one or more sponsors of the broadcast;
- extracting and displaying content from said broadcast without commercial interruption to a viewer;
- extracting said embedded information from said broadcast;
- incrementing counters for counting time slices during which said broadcast is received;
- storing said embedded information and said counter values;
- collecting viewer information including a user identifier and information indicative of an amount of the broadcast viewed by the viewer, specific incentives and links to the specific incentives being based in part on associated with the amount of the broadcast viewed by the viewer, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;
- sending said embedded information, said counter values and viewer information to a remote computer to allow a viewing time to be determined; and
- providing the specific incentives to the viewer based on said embedded information and the viewer information obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program, the specific incentives including information indicative of one or more sponsors of the broadcast.

3. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting a sponsor of the broadcast offer incentives to viewers to watch the broadcast, the method comprising:

- embedding information along with the broadcast content, said embedded information including information that allows viewer information to be determined, the viewer

**AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116**

Serial Number: 09/767,819

Filing Date: January 22, 2001

Title: Method For Advertisers to Sponsor Broadcasts Without Commercials

---

Page 4  
Dkt: Zeid-02

PAGE 5/5 \* RCVD AT 10/31/2008 7:50:11 PM [Eastern Daylight Time] \* SVR:USPTO-EFXRF-4/17 \* DNIS:2738300 \* CSID: \* DURATION (mm-ss):14-06

**BEST AVAILABLE COPY**